

CITY COUNCIL  
ATLANTA, GEORGIA

**08-0-0651**  
**Z-08-**

AN ORDINANCE  
BY: ZONING COMMITTEE

AN ORDINANCE EXPANDING THE DESIGNATION OF THE WINDSOR HOUSE APARTMENTS, LOCATED AT 990 PEACHTREE STREET, NE, LAND LOT 106, OF THE 17<sup>TH</sup> DISTRICT OF FULTON COUNTY, GEORGIA, INCLUDING CERTAIN REAL PROPERTY, TO THE OVERLAY ZONING DESIGNATION OF LANDMARK BUILDING OR SITE PURSUANT TO CHAPTER 20 OF THE ZONING ORDINANCE OF THE CITY OF ATLANTA AND REZONING FROM SPI-16 (MIDTOWN SPECIAL PUBLIC INTEREST DISTRICT) TO SPI-16/LBS (MIDTOWN SPECIAL PUBLIC INTEREST DISTRICT/LANDMARK BUILDING OR SITE); TO REPEAL CONFLICTING LAWS; AND FOR OTHER PURPOSES

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, as follows:

SECTION 1. That the property known as the Windsor House Apartments expansion, located at 990 Peachtree Street, NE, Land Lot 106, of the 17<sup>th</sup> District of Fulton County, Georgia, and more fully described as Attachment "A-1" to this ordinance, which attachment is incorporated herein, met the criteria for Landmark Building or Site as set forth in the Nomination Resolution of the Urban Design Commission attached hereto as Attachment "B" and incorporated herein, and is hereby determined to be a Landmark Building or Site pursuant to Chapter 20 of the 1982 Zoning Ordinance of the City of Atlanta, as amended.

SECTION 2. That the 1982 Zoning Ordinance of the City of Atlanta, as amended, is hereby further amended by designating said property described in Attachment "A-1" to the overly zoning category "Landmark Building or Site" pursuant to Section 16-20.006 of the 1982 Zoning Ordinance of the City of Atlanta, as amended such that all parts of the site described by the metes and bounds description in Attachment "A-2" are so designated.

SECTION 3. That the 1982 Zoning Ordinance of the City of Atlanta, as amended, is hereby further amended so as to provide that the subject property bears, in addition to its SPI-16 zoning classification, the overlay zoning designation "Landmark Building or Site", which

designation should be officially abbreviated as “LBS” and shall immediately follow the abbreviation for the existing zoning classification. Said property is subject to all zoning regulations contained in the 1982 Zoning Ordinance of the City of Atlanta applicable to both the previously existing SPI-16 and the general regulations governing Landmark Buildings or Sites contained in Chapter 20 of the 1982 Zoning Ordinance, as amended, as well as any other applicable laws and regulations.

SECTION 4. That all ordinances or parts of ordinances in conflict with this ordinance are repealed.



L080302-TRACT-B1 (2)

**DESCRIPTION OF PROPERTY  
THE MARGARET MITCHELL HOUSE  
TRACT B-1**

ALL OF THAT TRACT OR PARCEL OF LAND LYING AND BEING IN LAND LOT 106 OF THE 17TH DISTRICT, CITY OF ATLANTA, FULTON COUNTY, GEORGIA AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

TO REACH THE POINT OF BEGINNING, COMMENCE AT A POINT FORMED BY THE INTERSECTION OF THE NORTHEASTERLY RIGHT-OF-WAY OF CRESCENT AVENUE (VARIABLE RIGHT-OF-WAY) AND THE NORTHERLY RIGHT-OF-WAY OF PEACHTREE PLACE (VARIABLE RIGHT-OF-WAY) AND PROCEED THENCE ALONG THE NORTHEASTERLY RIGHT-OF-WAY OF CRESCENT AVENUE (VARIABLE RIGHT-OF-WAY) THE FOLLOWING COURSES AND DISTANCES;

1. NORTH 26°16'35" WEST FOR A DISTANCE OF 80.08 FEET TO A POINT;
2. NORTH 26°46'22" WEST FOR A DISTANCE OF 21.53 FEET TO THE POINT OF BEGINNING.

FROM THE POINT OF BEGINNING THUS ESTABLISHED, CONTINUE ALONG THE NORTHEASTERLY RIGHT-OF-WAY OF CRESCENT AVENUE (VARIABLE RIGHT-OF-WAY) THE FOLLOWING COURSES AND DISTANCES;

1. NORTH 26°46'22" WEST FOR A DISTANCE OF 55.47 FEET TO A POINT;
2. NORTH 26°29'12" WEST FOR A DISTANCE OF 50.23 FEET TO A POINT;
3. NORTH 84°42'02" EAST FOR A DISTANCE OF 3.21 FEET TO A POINT;
4. NORTH 26°30'24" WEST FOR A DISTANCE OF 8.88 FEET TO A POINT ON THE SOUTHERLY RIGHT-OF-WAY OF 10TH STREET (VARIABLE RIGHT-OF-WAY);

THENCE DEPARTING THE NORTHEASTERLY RIGHT-OF-WAY OF CRESCENT AVENUE (VARIABLE RIGHT-OF-WAY) AND PROCEEDING ALONG THE SOUTHERLY RIGHT-OF-WAY OF 10TH STREET (VARIABLE RIGHT-OF-WAY) THE FOLLOWING COURSES AND DISTANCES;

1. THENCE 102.60 FEET ALONG THE ARC OF A CURVE TO THE RIGHT, SAID CURVE HAVING A RADIUS OF 237.00 FEET AND BEING SUBTENDED BY A CHORD OF NORTH 68°44'51" EAST, 101.80 FEET TO A POINT;
2. THENCE NORTH 81°08'56" EAST FOR A DISTANCE OF 79.00 FEET TO A POINT;
3. THENCE 10.24 FEET ALONG THE ARC OF A CURVE TO THE RIGHT, SAID CURVE HAVING A RADIUS OF 6.00 FEET AND BEING SUBTENDED BY A CHORD OF SOUTH 49°59'38" EAST, 9.04 FEET TO A POINT ON THE WESTERLY RIGHT-OF-WAY OF PEACHTREE STREET (VARIABLE RIGHT-OF-WAY);

THENCE DEPARTING THE SOUTHERLY RIGHT-OF-WAY OF 10TH STREET (VARIABLE RIGHT-OF-WAY) AND PROCEEDING ALONG THE WESTERLY RIGHT-OF-WAY OF PEACHTREE STREET (VARIABLE RIGHT-OF-WAY) THE FOLLOWING COURSES AND DISTANCES;

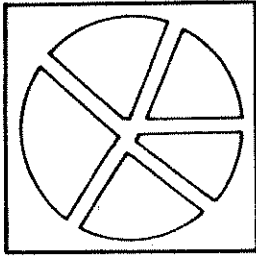
1. THENCE SOUTH 01°08'12" EAST FOR A DISTANCE OF 66.66 FEET TO A POINT;
2. THENCE 67.40 FEET ALONG THE ARC OF A CURVE TO THE LEFT, SAID CURVE HAVING A RADIUS OF 607.43 FEET AND BEING SUBTENDED BY A CHORD OF SOUTH 04°18'57" EAST, 67.37 FEET TO A POINT;

THENCE DEPARTING THE WESTERLY RIGHT-OF-WAY OF PEACHTREE STREET (VARIABLE RIGHT-OF-WAY) AND PROCEEDING SOUTH 84°59'06" WEST THE NORTHERLY

L080302-TRACT-B1 (2)

RIGHT-OF-WAY OF PEACHTREE PLACE (VARIABLE RIGHT-OF-WAY) FOR A DISTANCE OF  
138.64 FEET TO THE **POINT OF BEGINNING**.

SAID TRACT B-1 CONTAINING 0.49285 OF AN ACRE OR 21468 SQUARE FEET.



ATLANTA  
URBAN DESIGN  
COMMISSION

ATLANTA CITY HALL  
55 TRINITY AVENUE, SW  
SUITE 3400  
ATLANTA, GEORGIA 30335-0331  
(404) 330-6200

N-08-081

## RESOLUTION

**Whereas**, the Windsor House Apartments were first designated by the City Council and the Mayor on October 23, 1989; and

**Whereas**, the Windsor House Apartments were listed in the National Register of Historic Places on June 21, 1996; and

**Whereas**, the original, city designation of the Windsor House Apartments did not include any land surrounding the structure; and

**Whereas**, the expansion of the original, city-designated Windsor House Apartments Landmark Building or Site would place a greater area associated with the Margaret Mitchell House under a category of historic protection and would help maintain views of the house from both Tenth and Peachtree streets; and

**Whereas**, the Executive Director of the Atlanta Urban Design Commission initiated the nomination process by mailing the appropriate Notice of Intent to Nominate to the property owner of the Windsor House Apartments (a/k/a The Margaret Mitchell House) pursuant to Subsection (b) of the City of Atlanta Code of Ordinances, Section 16-20.005;

**Whereas**, the Executive Director caused to be conducted extensive research regarding this proposed nomination and to be compiled a written report stating the findings and recommendations regarding the historic, architectural and cultural significance of said nomination pursuant to Subsection (d) of said code section, which report, Exhibit "A", is attached to this resolution and is hereby incorporated by this reference; and

**Whereas**, a public hearing was held by this Commission to consider said nomination after appropriate public notice was provided as required by Subsection (e) of said code section; and

**Whereas**, this Commission has reviewed and considered said designation report as well as all other testimony, documentation and other evidence presented to it, including the testimony of all interested members of the public and the property owner pursuant to Subsection (e) of said code section; and

**Now therefore be it resolved** by the Urban Design Commission of the City of Atlanta as follows:

Attachment "B"

**Section 1.** That the designation report caused to be prepared by the Executive Director of the Urban Design Commission is hereby adopted by this Commission and shall constitute the Findings of Fact upon which this nomination is based.

**Section 2.** That the Commission hereby determines that the Windsor House Apartments (a/k/a The Margaret Mitchell House), a map of which delineating all boundaries is attached hereto as Exhibit "B", hereby incorporated by this reference, is architecturally, historically, and culturally significant.

**Section 3.** That the Commission further determines the Windsor House Apartments expansion (a/k/a the Margaret Mitchell House) to be eligible for designation to the category of Landmark Building or Site (LBS), and as meeting, at a minimum, the eligibility criteria set forth in Section 16-20.004(b)(1), specifically including subsections a., b., and c. of this code section. The Windsor House Apartments (a/k/a The Margaret Mitchell House) is located at 990 Peachtree Street, NE, in Land Lot 106 of the 17<sup>th</sup> District of Fulton County, Atlanta, Georgia.

**Section 4.** That the Commission hereby further determines that said The Windsor House Apartments expansion (a/k/a The Margaret Mitchell House) meets the criteria set forth in Section 16-20.004(b)(2)a., specifically including those criteria in the following groups: Group I (1), (2); Group II (1); and Group III (1), (2).

**Section 5.** That the Commission, having determined that the Windsor House Apartments expansion (a/k/a The Margaret Mitchell House) meets or exceeds the criteria as set forth herein, hereby nominates the Windsor House Apartments expansion (a/k/a The Margaret Mitchell House) to the category of Landmark Building of Site (LBS) pursuant to Section 16-20.005(e)(3).

**Section 6.** That the Commission hereby directs the Executive Director to transmit this resolution including all supporting documentation to the Chair of the Zoning Committee of the Atlanta City Council, to the Commissioner of the Department of Planning and Community Development, and to notify by first class mail the owner of the Windsor House Apartments (a/k/a The Margaret Mitchell House).

Approved and nominated by the Atlanta Urban Design Commission on March 26, 2008.

  
Regina Brewer, Chair  
Atlanta Urban Design Commission

**WINDSOR HOUSE APARTMENTS EXPANSION**

a/k/a The Margaret Mitchell House  
990 Peachtree Street, NE  
(f/k/a 979 Crescent Ave., NW)  
Fronting 134.06± ft. on the west side of Peachtree Street  
0' from the southwest corner of Peachtree Street  
and 10<sup>th</sup> Street  
District 17, Land Lot 106  
Fulton County, City of Atlanta  
Existing Zoning: SPI-16 (Subarea 1)

**N-08-81**

Proposed Designation:  
Landmark Building or  
Site Expansion - Exterior

Constructed: ca. 1898-9, relocated on lot in 1913, alterations in 1914 and 1919  
Architects: Unknown

**Description and Significance**

The Windsor House Apartments (The Margaret Mitchell House) was designated as a Landmark Building or Site by the City of Atlanta on October 23, 1989, and was listed in the National Register of Historic Places on June 21, 1996. While the local designation protects the house from inappropriate alteration or demolition, the present designation is limited to the Mitchell House itself. This nomination seeks the expansion of the designation to include a larger portion of the city block upon which the Mitchell House sits as shown on the map included with this nomination.

The inclusion of the northern portion of the block in the LBS category is important to the interpretation of the history of the Margaret Mitchell House. Constructed on Peachtree Street in 1898-9 for the family of Cornelius Sheehan, the home was relocated to the rear of the lot in 1913 and given a 17 Crescent Avenue (subsequently renumbered as 797 Crescent) address. Therefore, expanding the Landmark designation to incorporate the northern portion of the block would protect the site history of the Margaret Mitchell House from inappropriate future development as well as help maintain historic vistas along Tenth Street and Peachtree Street.

**From Elite Residences to Apartment Houses**

Atlanta's development differs from that of other cities with Peachtree Street providing the main corridor along which the city has grown over the years. Overcrowding in the city's downtown at the end of the 1800s, created by an increasing numbers of horse carts, pedestrians, railroad tracks and the newly introduced automobile, encouraged many of the wealthy to move north of the city center.

By 1900, the Tenth Street area was becoming a popular residential area for the city's well-to-do. Cornelius J. Sheehan, a native Atlantan and auditor for the Federal Post Office, paid \$2,750 for a lot on the west side of Peachtree between Peachtree Place and Tenth Street in January 1898. The 1900 city directory lists Sheehan's new home as having an 806 Peachtree Street address.



By 1903, the block now containing the Margaret Mitchell House was the site for the residences of Cornelius J. Sheehan, Morton R. Emmons and Frank Ellis, and across Peachtree Place was the grand residence of Sidney H. Phelan. In 1904, the city annexed the area north from Fifth to Fourteenth Streets.

Within a few years, the Tenth Street area went through a significant new phase of residential development. Multi-family dwellings and commercial buildings began springing up all along Peachtree Street. The 1907 city directory records the appearance of the Elysee Palace Apartments on the Mitchell House block, the first apartment house in this area of Peachtree Street. Across Peachtree Place, the Palmer Apartments were completed in 1908. The elaborate residences of the area were being divided into apartments or demolished to make way for multi-family homes and commercial development.

Several lots on the Mitchell House block were subdivided, and new houses were built along the Crescent Avenue side. A bond for title was recorded in April of 1911 between George Rogers, as owner of 806 Peachtree, and Mrs. Lena Swift Huntley who, through the L. S. Huntley Co., invested heavily in real estate in the area. In August 1913, Huntley purchased the back part of the property at 806 Peachtree for \$5,000. Two days later, she sold the lot to John B. Thompson for the same price. In November of the same year, L. S. Huntley Co. purchased the more valuable front portion on Peachtree Street from Rogers for \$17,000, and in 1920 a building permit was issued for construction of a commercial building on that lot.

The Sheehan house was moved westward on the block onto a newly constructed full height basement level. In the 1914 City Directory, the home has a 17 Crescent Avenue address for the first time. By 1920, the house had been re-oriented to Crescent Avenue and converted into ten apartments. The property was sold in 1922 by then owner Mrs. Pearl Langston for \$29,500.

### **Commercial Development**

Accompanying this increase in residential density was the arrival of commercial development. In 1907-08, the Mitchell House block saw the construction of two new commercial buildings erected by Jeremiah W. Goldsmith, a real estate developer, which joined two existing business buildings built by R.L. Walker. Goldsmith's buildings originally held the Tenth Street Post Office and the L.W. Rogers Grocery.

Grocers, druggists, tailors and bankers set up shop in these new residential sections. In 1923-24, the Mitchell House block saw the demolition of the Emmons residence at 794 Peachtree Street and construction of Commercial Row, a building consisting of seven shop spaces. This building remains today and serves as the Visitor Center for The Margaret Mitchell House.

The 1926 Sanborn Fire Insurance Co. map shows eleven shop spaces, three apartment buildings three single-family dwellings, a bank and a movie theater on this particular block of Peachtree Street. The Tenth Street intersection was also home to hardware stores, plumbers, locksmiths, shoemakers, pharmacies, dry cleaners, hairdressers and a bakery. The area boasted no less than nine grocery stores including a Piggly Wiggly. For one's entertainment there was the Tenth

Street Movie Theater on the southwest corner of the intersection, and for one's financial needs there was a Citizens and Southern branch bank next to the theater.

### **Margaret Mitchell Marsh**

The Sheehan house is first listed as the Crescent Apartments in the 1921 city directory. In 1925, newlyweds Margaret Mitchell Marsh and John Marsh moved into the Crescent Apartments. According to Mitchell biographer Marianne Walker, "The Marshes thought that the neighborhood was convenient, for the post office on Tenth Street was only two blocks away and the grocery store only a block away."

The Marsh's marriage started with them deeply in debt from John Marsh's prior illness. They moved into the small basement apartment at the Crescent Apartments which she called "The Dump", probably in response to the privilege of her own upbringing rather than the actual condition of the building itself. The apartment became a center for gatherings and visits by friends and especially her co-workers at the newspaper.

Soon after their marriage, in 1926, Mitchell quit her job with the *Atlanta Journal Sunday Magazine* and began writing what would become Gone With the Wind. By 1930, according to her husband, she had finished the essential elements of the story after which she worked on it only sporadically until 1935. The Marshes lived at 17 Crescent Avenue until 1931, when they moved to a larger apartment on Seventeenth Street.

In June 1936, MacMillan Company published Margaret Mitchell's book, Gone With the Wind, which sold over 180,000 copies by July 30, 1936, when the film rights were sold to Selznick International Pictures for a record price at that time of \$50,000. By the end of 1936, over one million copies of the book had been sold. Winner of the Pulitzer Prize for 1936, Gone With the Wind has since been translated into twenty-six foreign languages.

### **Changing Times, 1930 to 1985**

The Mitchell House area remained an active residential and retail center well into the 1960s. The 1951 Sanborn Fire Insurance map shows very little change to the block from 1932 to 1951 except the addition of shop space to the front of the Elysee Apartments which stood next to Commercial Row on Peachtree Street. While the neighborhood changed from charming residential area to popular shopping area of the 1920s to an area for hippies in the 1960s, the block continued to provide homes and shops for the people in the area.

Projects to widen Tenth Street in the 1970s and 1980s resulted in the demolition of the Tenth Street Theater as well as the two commercial buildings next door to the Crescent Apartments. The Crescent Apartments was renamed the Windsor House Apartments in the early 1970s, but the building became vacant around 1980.

In 1985, the Dallas-based developers Trammell Crow Company purchased the Mitchell House block properties while assembling acreage on Peachtree Street between Eighth and Eleventh

Streets with plans to construct four office towers. In 1987-88, the remaining buildings on the block were demolished with the exception of the Mitchell House and Commercial Row.

### **Conclusion**

The Mitchell House block documents a significant period in Atlanta history when residents established neighborhoods northward along Peachtree Street and commercial businesses soon followed. This community pattern duplicated all along Peachtree Street has been all but replaced by subsequent redevelopment.

Expanding the Landmark designation to include the northern portion of the block containing the Margaret Mitchell House would help protect this resource on Peachtree Street and the Peachtree Street views of this historic Atlanta landmark building. Expansion of the designation would place a greater area associated with the history of the Margaret Mitchell house under LBS regulations for enhanced future interpretation of this important resource.

### **Criteria**

Group I [Historic]: (1) (2)

Group II [Architectural]: (1)

Group III [Cultural]: (1) (2)

### **Findings**

The proposed nomination of the Windsor House Apartments expansion meets the above referenced criteria, as well as the minimum criteria, for a Landmark Building or Site as set out in Section 16-20.004(1) of the Code of Ordinances of the City of Atlanta.

### **References**

Art Work of Atlanta. Chicago: The Gravure Illustration Co., 1903.

Atlanta City Building Permits (microfilm collection at the Atlanta History Center).

Atlanta City Directories, 1903-1991.

Atlanta Urban Design Commission. Atlanta's Lasting Landmarks. Atlanta: Atlanta Urban Design Commission, 1987.

Atlanta Urban Design Commission. Palmer House Apartments Landmark Building Nomination Report. Atlanta: Atlanta Urban Design Commission, 1992.

Atlanta Urban Design Commission. Windsor House Apartments Landmark Building Nomination Report. Atlanta: Atlanta Urban Design Commission, 1989.

Kuhn, Clifford. Living Atlanta: An Oral History of the City, 1914-1948. Athens: University of Georgia Press, 1990.

Preston, Howard L. Automobile Age Atlanta: The Making of a Southern Metropolis, 1900-1935. Athens: University of Georgia Press, 1979.

Sanborn Insurance Maps, Atlanta 1911, 1923, 1926, 1951. New York. (microfilm collection at the Atlanta History Center).

Walker, Marianne. Margaret Mitchell & John Marsh: The Love Story Behind Gone with the Wind. Atlanta: Peachtree Publishers, Ltd., 1993.

### **Articles**

"Costly Atlanta Homes; Residences Now in the Course of Construction for Well Known Citizens of Atlanta," The Atlanta Constitution, Aug. 10, 1902, pg. A6.

"Nowhere to Go But Up in Tight Squeeze," The Atlanta Constitution, Aug. 24, 1986, pg. H1.

"Much Anew about Midtown," The Atlanta Constitution, Dec. 1, 1985, pg. A1.

### **Historical Maps**

1923 Sanborn Fire Insurance Map of Atlanta, Vol. 2, pg. 242.

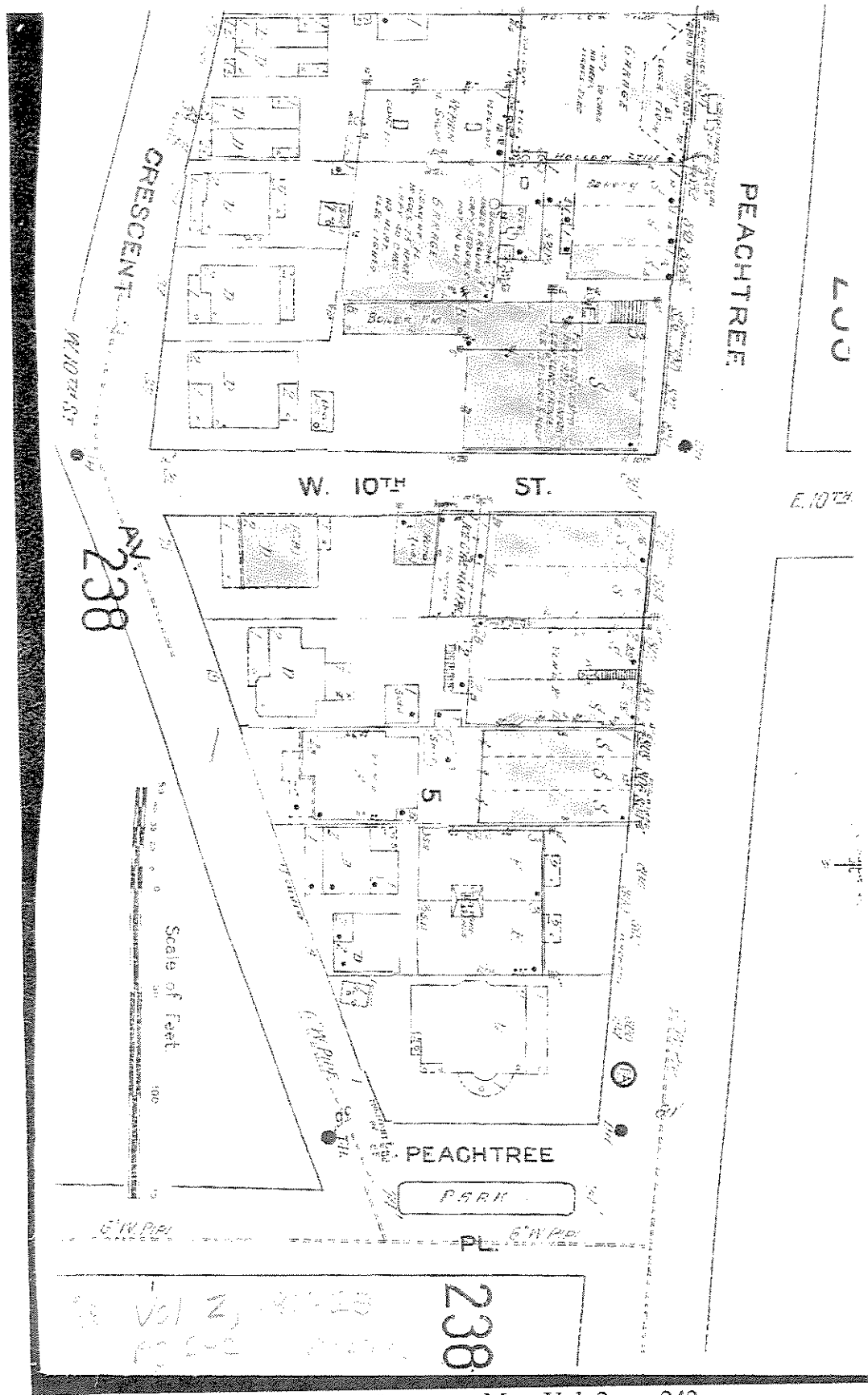
1926 Sanborn Fire Insurance Map of Atlanta, Vol. 2, pg. 242..

1932 Sanborn Fire Insurance Map of Atlanta, Vol. 2, pg. 205.

1951 Sanborn Fire Insurance Map of Atlanta, Vo. 2, pg. 205.

### **Images**

2008 Views of the Margaret Mitchell House from Tenth Street, Peachtree Street and Crescent Avenue.



1923 Sanborn Fire Insurance Map, Vol. 2, pg. 242

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PEACHTREE

W. 10TH

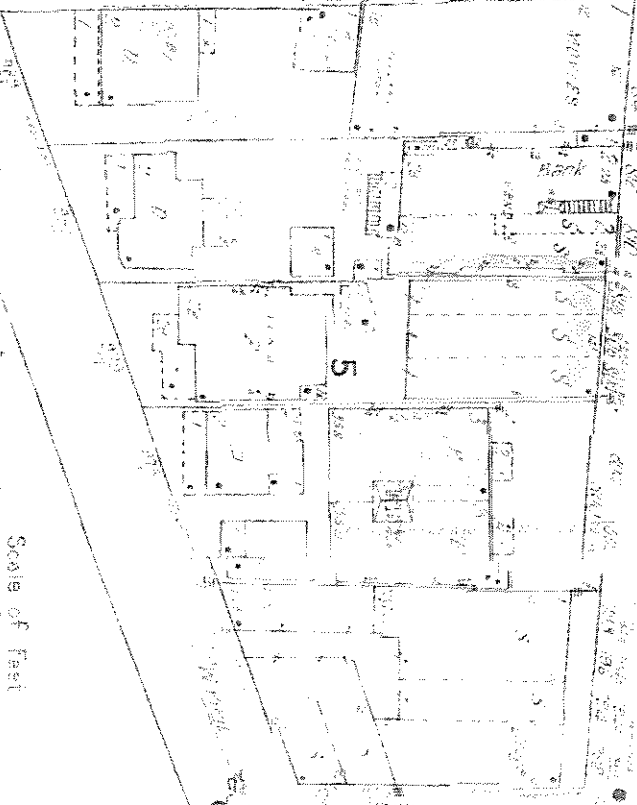


CRESCENT

W. 10TH ST

238

W. 10TH



Scale of Feet

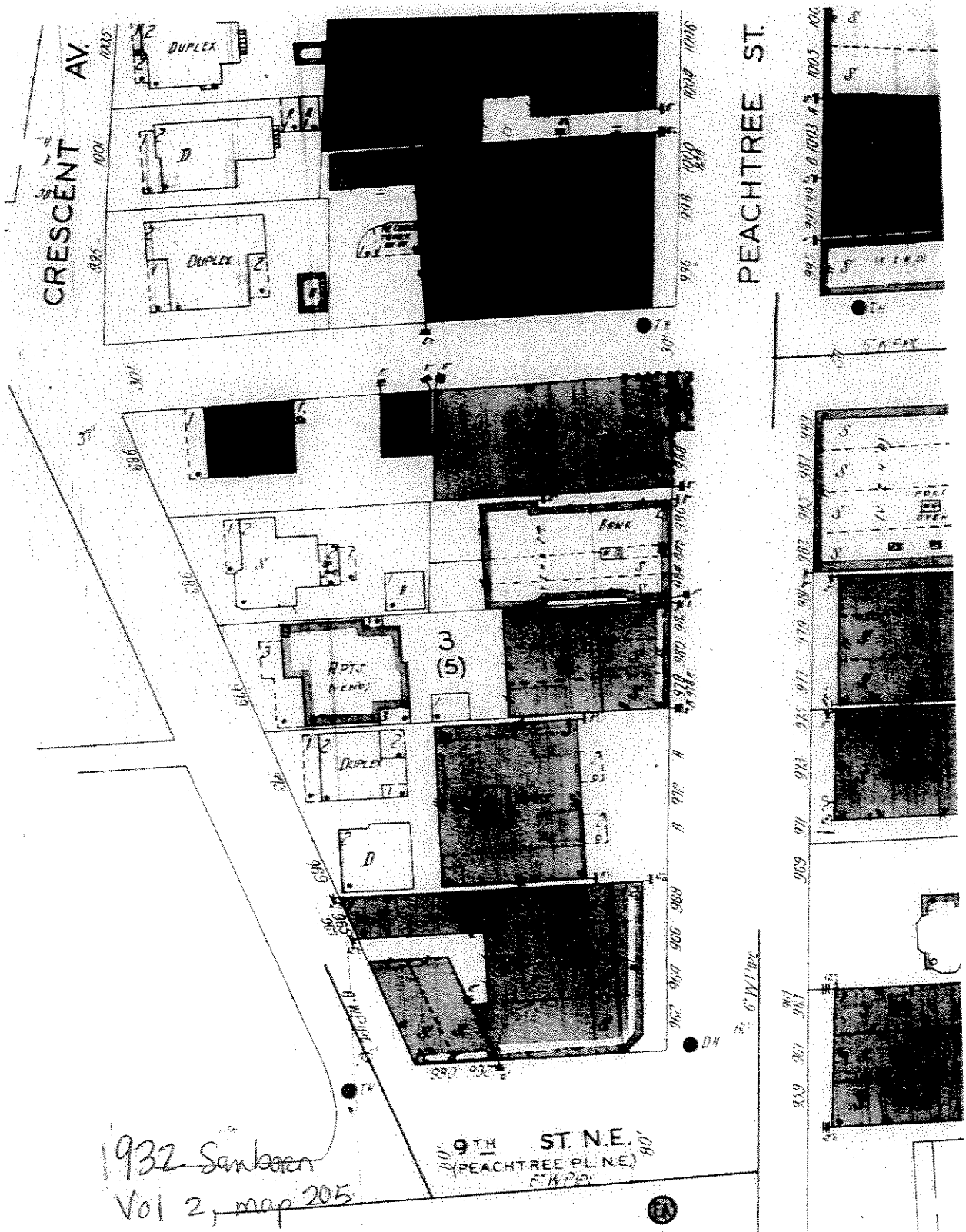
PEACHTREE

P.S.P.M.

PL.

Vol 2, Sanborn  
pg 242 1926  
11-1926

238



1932 Sanborn Fire Insurance Map, Vol 2, pg. 205



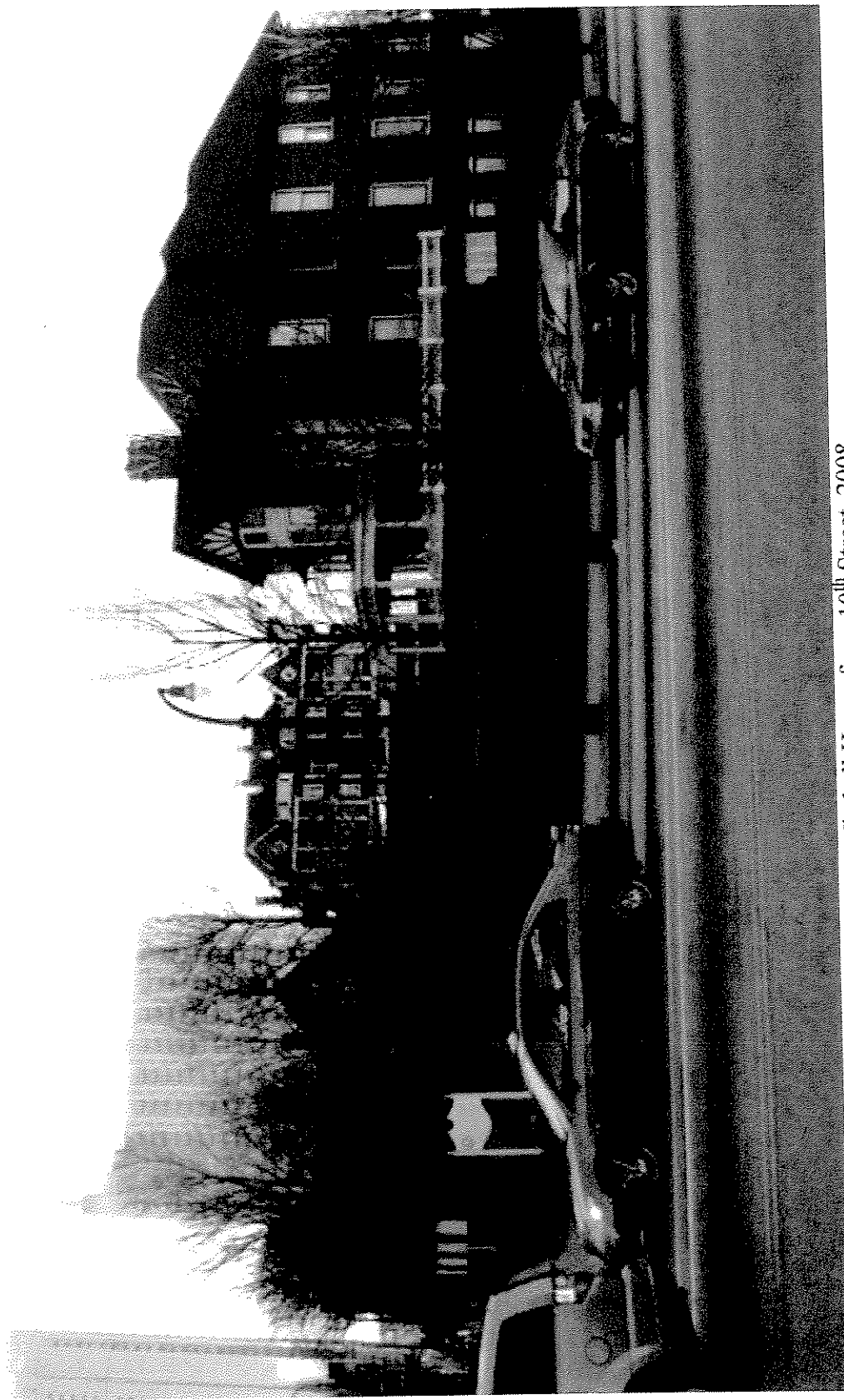




Margaret Mitchell House and Commercial Row along Crescent Avenue, 2008



Margaret Mitchell House from 10<sup>th</sup> Street and Crescent Avenue, 2008



Margaret Mitchell House from 10<sup>th</sup> Street, 2008



Margaret Mitchell House – Peachtree Street side, 2008

